

## CLAIMS

We claim:

1        1. A method for enabling a web server to provide a commercial promotion, comprising the acts  
2        of:

3                detecting a qualifying value of a commercial transaction;

4                checking a database of promotions for presence of a promotion that includes the  
Qualifying value; and

when a promotion that includes the qualifying value is present in the database,  
executing a module of selectively executable compiled web server code that provides the  
promotion.

1           2. A method for enabling a web server to provide a commercial promotion, comprising  
2       the acts of:  
  
3           detecting a qualifying value of a commercial transaction;  
  
4           checking a database of promotions for presence of a promotion that includes the  
5       qualifying value;  
  
6           when a promotion that includes the qualifying value is present in the database,  
determining a reward value of the promotion that includes the qualifying value; and  
  
executing a module of selectively executable compiled code associated with the reward  
value.

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1       3. The method of claim 2, wherein the module is associated with the reward value by a pointer.

1       4. The method of claim 3, wherein the pointer is in the database.

1       5. The method of claim 2, wherein the module is associated with the reward value implicitly.

6. The method of claim 2, further including the act of advancing a promotion counter in response to executing the module.

1       7. A method for enabling a web server to provide a commercial promotion, comprising the acts  
2       of:

3           detecting a qualifying value of a commercial transaction;

4           checking a database of promotions for presence of a promotion that includes the  
5       qualifying value;

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when a promotion that includes the qualifying value is present in the database,  
determining whether the promotion that includes the qualifying value is active; and

10          when the promotion that includes the qualifying value is active, determining a reward  
value of the promotion that includes the qualifying value and executing a module of selectively  
executable compiled code associated with the reward value.

1       8. The method of claim 7, wherein the act of determining whether the promotion that includes  
2       the qualifying value is active further includes the act of checking a start date.

1       9. The method of claim 7, wherein the act of determining whether the promotion that includes  
2       the qualifying value is active further includes the act of checking a stop date.

10. The method of claim 7, further including the act of advancing a promotion counter in  
response to executing the module.

1       11. Programmable media containing programmable software for enabling a web server to  
2       provide a commercial promotion, the programmable software comprising the steps of:

3           detecting a qualifying value of a commercial transaction;

4           checking a database of promotions for presence of a promotion that includes the  
5       qualifying value; and

6           when a promotion that includes the qualifying value is present in the database,  
executing a module of selectively executable compiled web server code that provides the  
promotion.

1       12. Programmable media containing programmable software for enabling a web server to provide  
2       a commercial promotion, the programmable software comprising the steps of:

3           detecting a qualifying value of a commercial transaction;

4           checking a database of promotions for presence of a promotion that includes the  
5       qualifying value;

when a promotion that includes the qualifying value is present in the database,  
determining a reward value of the promotion that includes the qualifying value; and

executing a module of selectively executable compiled code associated with the reward  
value.

1       13. The programmable media containing programmable software of claim 12, wherein the  
2       module is associated with the reward value by a pointer.

1       14. The programmable media containing programmable software of claim 13, wherein the  
2       pointer is in the database.

1       15. The programmable media containing programmable software of claim 13, wherein the  
2       module is associated with the reward value implicitly.

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16. The programmable media containing programmable software of claim 13, further including  
the act of advancing a promotion counter in response to executing the module.

1       17. Programmable media containing programmable software for enabling a web server to  
2       provide a commercial promotion, the programmable software comprising the steps of:

3           detecting a qualifying value of a commercial transaction;

4           checking a database of promotions for presence of a promotion that includes the  
5       qualifying value;

6           when a promotion that includes the qualifying value is present in the database,  
7       determining whether the promotion that includes the qualifying value is active; and

8           when the promotion that includes the qualifying value is active, determining a reward  
9       value of the promotion that includes the qualifying value and executing a module of selectively  
10      executable compiled code associated with the reward value.

1       18. The programmable media containing programmable software of claim 17, wherein the act of  
2       determining whether the promotion that includes the qualifying value is active further includes  
3       the act of checking a start date.

1       19. The programmable media containing programmable software of claim 17, wherein the act of  
2       determining whether the promotion that includes the qualifying value is active further includes  
3       the act of checking a stop date.

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20. The programmable media containing programmable software of claim 17, further including  
the act of advancing a promotion counter in response to executing the module.